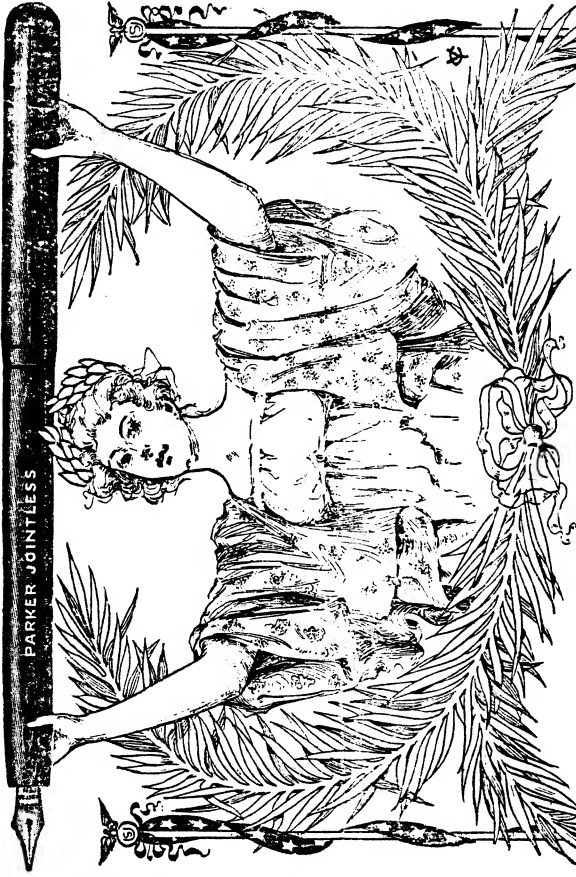


SIDE TALKS

About
the
Geo. S.
Parker
Jointless
Fountain
Pen....

Janesville
Wis.
U. S. A.
February
1899....



PEACE AND THE PARKER PEN.

Judge William R. Day,
President of the American Peace Commission, signed the Treaty of
Peace, at Paris, with a

**Geo. S. Parker Jointless, "Lucky"
Curve**
Fountain Pen, No. 023, supplied by the Department of State, at
Washington. This Department, in common with others, is a large
buyer of Parker Jointless Pens. This is a great honor to the greatest
of Fountain Pens. New laurels to the pen that pleases the world.

**THE PEN WITH NO JOINTS TO LEAK; NO THREADS TO BREAK.
THE PEN WITH THE "LUCKY CURVE."**

The Success of the Pen Age.

You cannot soil your fingers writing with a Parker Jointless. If you value com-
fort, pleasure and satisfaction, insist upon having a Parker Jointless. Why don't
yourself longer the luxury writing affords, when done with a Parker Jointless
Pen? Pens suited to the hands of all, from the schoolboy to the business man.

Sold at \$2, \$2.50, \$3, \$3.50 and \$4. The dealer of whom you inquire *will*
supply you, if he will. If he tries to sell you a "just as good" (for there
is none) he is either honest in his ignorance, or trying to deceive you. In
such case write us direct. Our interesting little Booklet mailed free to all

THE PARKER PEN COMPANY 90 Mill St. Janesville Wis.



Fac simile of advertisement in Washington's Birthday number of Youth's Companion.

WHAT WE ARE DOING.

It is with pleasure that we reproduce on the first page of this little reminder a fac simile of an advertisement which appears in the "Washington's Birthday" number of the Youth's Companion, issued February 16th, 1899. It is said to be the largest and most expensive advertisement ever devoted to the subject of fountain pens. This advertisement will occupy a space of 200 agate lines at \$4.00 per line, or \$800.00 for the single insertion. It may seem to you that this is a pretty big sum to pay for a single advertisement, and it is. However, when you take into consideration the fact that the Youth's Companion is one of the highest of high grade publications, and that it has a circulation of something like 600,000, and that at least five people read each number of the Companion so that it is seen by at least 3,000,000 people, you will see that the merits of our pens will be made known to a great many. If you will take the pains to inquire into the matter, you will find that the Youth's Companion and other publications such as Harper's, Scribner's, Review of Reviews and Cosmopolitan in which we advertise, have large circulations in your town and vicinity. This means that we are doing a large amount of local advertising right among your own customers for your benefit. We are doing it because we want to help you increase your sales.

In this connection, it may be of interest to you to know that we are to-day the largest fountain pen advertisers in the world, as you will notice by referring to the current numbers of the magazines and other publications in which we are advertising. We have a fountain pen that deserves to be advertised, for our Jointless Fountain Pen contains more good features and more good talking points than are found in all other makes of fountain pens combined. A fountain pen, or any other article, that may have been considered a leader in its class two or three years ago, in these days of invention, competition and improvement, may be far in the rear in the race for commercial supremacy to-day. Our Jointless Fountain Pen has made for itself, during the short time which it has been on the market, a record of which we are justly proud, and which stands unparalleled in fountain pen history. The public, and the trade as well, seem to appreciate the fact that we have a fountain pen that is free from all the objectionable features found in the ordinary make of fountain pens. This pen really substantiates all the claims we have made for it, for it has no threads to break, no joint through which the ink can ooze to soil the fingers, and the vital parts of the pen are all safely incased on the inside of the barrel, out of harm's way. Is there any good reason why we should not thoroughly advertise these good feat-

THE JOINTLESS, LUCKY CURVE GEO. S. PARKER FOUNTAIN PEN



THE SUCCESS OF THE PEN AGE.

WITH THE "LUCKY CURVE."

No Screw to break. No Nozzle to get "Stuck."
No Joint to leak. PERFECTION.



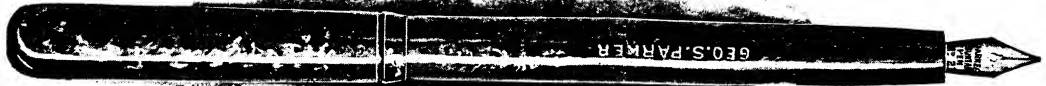
No. 025. Mottled Rubber, Price, \$4.00.



No. 024. Mottled Rubber, Price, \$3.50.



No. 023. Mottled Rubber, Price, \$3.00.



No. 020. Mottled Rubber, Ladies' Size, Price, \$2.50.

ures? We are, however, induced to advertise this pen as we are doing because of the royal, hearty and splendid support we receive at your hands in sending us the magnificent business we have enjoyed since this pen has been put on the market.

Now when you realize the very extensive special advertising which we are doing for the sale of our pens this month, would it not be a good plan for you to look over your stock and see if it does not need replenishing? After the holiday business you have had, unless you have ordered a goodly supply since the first of the year, you certainly must be low on stock. We would suggest, by all means, that in sending an order to us it should contain a requisition for a goodly number of the 023 pens, to be fac similes of the pen with which Judge Day affixed his signature to the famous Treaty of Peace, recently signed at Paris. We want to say in this connection that since this fact has become quite generally known that our pen received the high honor and distinction that has come to it in this way, it has very materially increased the sale of our Jointless No. 023. This has proven to be a most excellent advertisement for our Jointless Pen, and one of which you should take advantage with your local trade. The Treaty of Peace has been talked of so much and has been brought up in Congress so many times that it has now become a live and current topic. We sincerely hope it will be our pleasure to receive an early and favorable response from you, so you will receive the benefit of the advertising which we are doing for you.

They are

Pleasant.

since the advent of the Parker Jointless Fountain Pen. These letters have come to us unasked for, but nevertheless, they are none the less appreciated. It is indeed pleasing to us to note that our friends appreciate the fact that we are devoting our very best energies, and giving all our time, thought and attention to producing the very best thing possible in the way of a fountain pen. But to the point. Here is a letter from a well-known railroad man in New York City. It is interesting reading because it is written very much as we imagine Mr. Davies would talk to us were we to meet him personally.

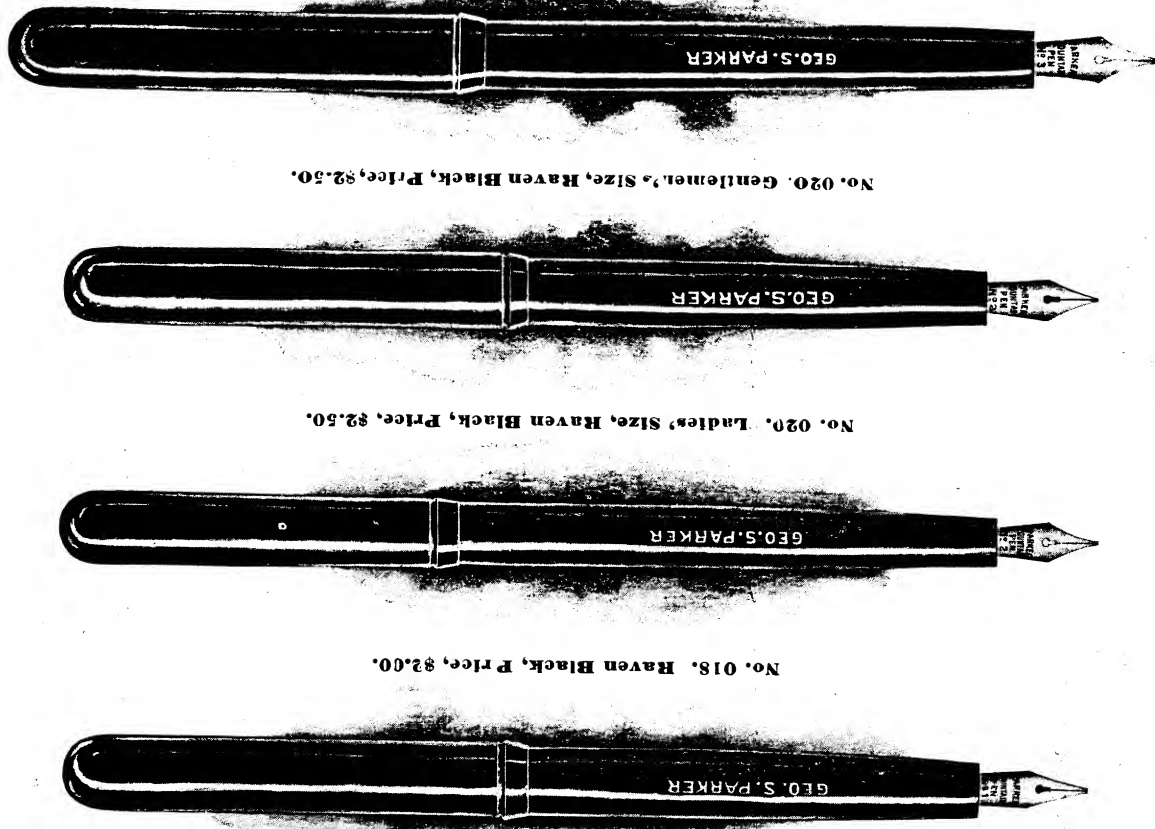
THE PARKER PEN COMPANY, Janesville, Wis.,

NEW YORK, Jan. 31st, 1899.

Gentlemen: Believing that unto Caesar should be rendered the things that are Caesar's, it gives me pleasure to testify of my own volition of the merits of your pen; the one with the Lucky Curve. I have found it to be the easiest flowing pen I ever used. There is an immediate response to a call for its services, and it doesn't respond like a fireman either—all at once. Another feature which has appealed to me is the fact that while it glides over the paper it still "bites" enough to give you a feeling that you've got a pen in your hand. I have discarded pencils altogether, and now use my "Parker" exclusively. Very truly yours,
Grand Central Station.

T. H. DAVIES.

THE GEO. S. PARKER JOINTLESS FOUNTAIN PEN.



The very finest quality of gold pen used. Furnished in almost any style of point—fine, medium, coarse, or stub.

Here is another letter from a man who has a national reputation and who was a former Speaker in the House of Representatives at Washington, D. C. Judging from the way that Mr. Boxwell writes, we are pretty sure that he would heartily recommend the Parker Fountain Pen to anyone asking his opinion of the same.

THE PARKER PEN COMPANY, Janesville, Wis.,
 Franklin, Ohio, January 25th, 1899.
 Dear Sirs: I received a Parker Jointless Pen some days ago and have been experimenting with it by actual use ever since. I desire to say it is the best Fountain Pen I have ever used—and I have had four different kinds to use. I shall take great pleasure in recommending them to my friends and to our State officials.
 Respectfully yours,
 ALEX. BOXWELL.

Here is another letter that will be of interest to all of our friends, as it comes from a soldier, Lieut. Arthur W. Orton, now stationed at Santiago de Cuba. Right in this connection, we want to say that the Parker Jointless Fountain Pen is particularly fitted to the use of the soldier, for on account of its extraordinary simplicity and strength, it is almost impossible to break it or get it out of order. This is a very important thing, for located as soldiers often are, it is at times next to impossible to secure repairs for fountain pens, in event they become broken, and this is one of the reasons why this pen is so popular with this class of trade.

PARKER PEN COMPANY, Janesville, Wis.,
 Santiago de Cuba, January 2nd, 1899.
 Gentlemen: The Parker is "all right," and especially the Jointless, as it does away with any possibility of leakage and a consequent staining of the fingers. It ought to be a great success.
 Your obedient servant,
 ARTHUR W. ORTON,
 1st Lieut., 5th U. S. Vol. Infy., commanding Co. C.

The letter which we reproduce herewith from our friend and customer, Mr. Richard Schrubbe, of Decorah, Iowa, will be more of interest to those who have not done business with us than it will perhaps to you. It fully demonstrates our method of doing business. By way of explanation we will say that we receive thousands of inquiries for our fountain pens from people who write to us asking for our little booklets, etc. We refer those writing us to the dealer in their town handling our fountain pens. We want every dollar's worth of trade that comes to us for our goods to come to us from the retail dealer. A correspondent wrote us from Decorah, Ia., and on referring to our books, we found that Mr. Richard Schrubbe was handling a nice assortment of our pens there, and we referred this particular customer to him. The following is Mr. Schrubbe's acknowledgement of our letter:

GEO. S. PARKER,
 Decorah, Iowa, Feb. 1st, 1899.
 Dear Sir: Answering your letter herewith enclosed will say, that same reached me at nine o'clock this morning and at eleven o'clock (just two hours later) I had sold Mr. Goddard one of the new Jointless No. 023 Parker Pens at \$3.00. I thank you for the favor, and hope that the "Peace of all nations" which Russia is advocating, will be signed by a Parker Pen
 Yours truly,
 RICHARD SCHRUBBE.

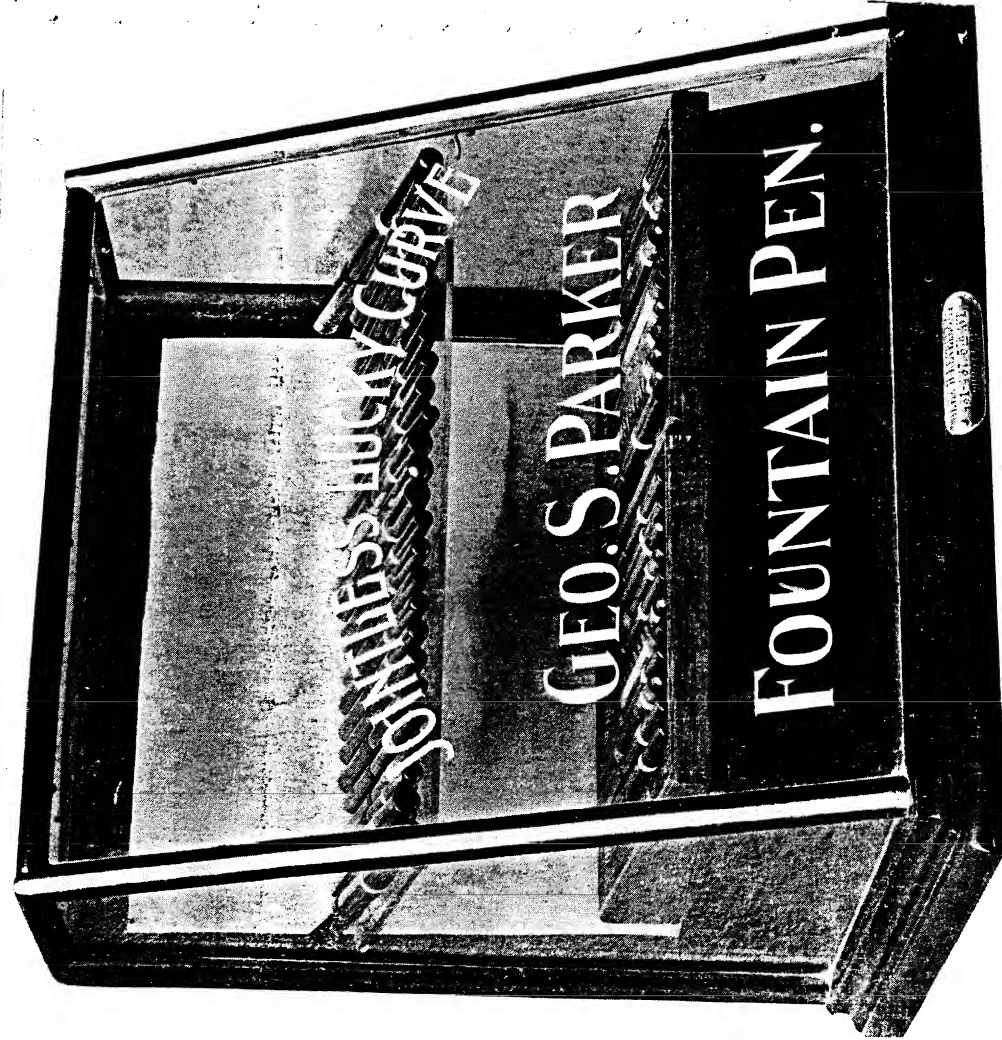
THE GEO. S. PARKER JOINTLESS FOUNTAIN PEN



Parker Shorthand Pen, Large, Price \$4.00
 No. 025, Haven Black, Price \$4.00.
 No. 024, Haven Black, Price \$3.50.
 No. 023, Haven Black, Price \$3.00.
 We present herewith our Parker Jointless Shorthand Pen. The gold pen used was designed for us by Prof. Isaac S. Dement, the expert shorthand writer and the author of various works relating to shorthand matters. The pen is extremely short nibbed, very quick in action, has a slit on each side of the main slit in the nibs, permitting the peculiar elasticity to the pen required by rapid writers. We make it in two sizes.

The very finest quality of gold pens used. Furnished in almost any style of point—fine, medium, coarse or stub.

A Good Proposition. The fountain pen trade has assumed such proportions that it forms no small item of the income of any well regulated store. The dealer who does not carry fountain pens is a man who is not keeping abreast of the times and is adding dollars to his neighbor's bank account. The philanthropic view of helping your neighbor, but at the same time making yourself poorer, is a pretty good thing in theory but it does not work very well when it is put into practice. We believe that when a first-class investment is offered you and you can secure it honestly and legitimately, it ought to be your business to take hold of it irrespective of what your neighbor thinks of it. We wish to impress upon you, if you are not already in possession of one of our little show cases, which we offer with an order for four dozen of our Parker Fountain Pens (not Specials nor Silver Dollars), that it is one of the most profitable business investments you could possibly make. Several hundred dealers of to-day have already availed themselves of our offer. We offer one of these handsome cases to the trade **ABSOLUTELY FREE OF CHARGE**, in consideration of their placing an order with us for four dozen Parker Fountain Pens. When a man makes up his mind to purchase a fountain pen, he likes to make his selection from as great a number as possible. If a prospective customer comes into your store, and he sees one of the cases filled with a nice selection of our Fountain Pens, he knows that he can select a pen that will in all probability fit his hand. He knows that you are a dealer who is making a specialty of selling these goods. He likes to make his selection from a firm who have the push, enterprise, and willingness to carry a nice assortment from which he can make his selection, and as a result it has been proven that the dealer who sells from a case assortment is the dealer who sells the largest number of pens. This is not a theory but a fact, and has been demonstrated by the every day experience of those who are in possession of these handsome little cases. We have spared neither pains nor expense to make them as handsome as may be, and they are made for us by the well known firm of Alex. H. Revell & Co., of Chicago. We furnish them in either oak, cherry, walnut, or nickel, as desired. The cut which we give herewith will give you a good general idea of the beauty of these little cases. Each case is fitted with trays on the bottom, and a very handsome suspended glass shelf for the second row of pens. If you want to know how to increase your sales of the Parker Fountain Pen, we can say to you that there is no greater aid than to send us an order for a case assortment of our Fountain Pens. No matter how nice the fixtures of your store may be, you will find these little cases will be a credit to same. As a business proposition, this is worthy of your most careful and candid busi-



Office of E. S. KNOWLES,
Printer and Stationer.

THE PARKER PEN COMPANY, Jamesville, Wis.,

Dear Sirs: The more I use the Jointless, the more I wonder why everybody does not have one. I have such faith in the Parker that I do not hesitate to recommend it most highly to all who ask about it.

Very truly yours,
E. S. KNOWLES.

ALAMEDA, Cal., Jan. 16th, 1899.

We might go on multiplying these letters by the thousands, for they come from every walk of life. We have thousands of letters of the same nature on file, of all of which we are very proud.

ness consideration. We assure you that if you decide to take up this matter you will have no reason to regret the result of your decision.

1899.

The indications now are that the year 1899 will be a memorable year for business. The outlook now is, that this year will probably be a better year for business than any year we have had for ten years. This is saying a good deal, but at the same time, it is our candid belief. A man who does not keep up with the times and conditions is not the successful business man which we believe you to be.

One of the

Secrets.

We believe that one of the secrets of success lies in looking after the details and the little things in connection with the business. Where many men fail in business, it is simply because they are looking after the big things all the time and permitting the little things to pass unnoticed. As a rule, the little things far outnumber the big things, and as a result, the man who neglects the little things soon loses hold of the business and becomes what is known as a has-been.

Courtesy.

Do you know that there is no business investment that pays so well as courtesy? An investment in courtesy, tact, energy and a determination to make a success of your business will lead to success. If a man is selling honest goods and he knows they are big values for the money for which he sells them and he has the requirements noted above, he is invincible. There is no power on earth that can prevent such a man from making a success of his business.

Do it To Day.

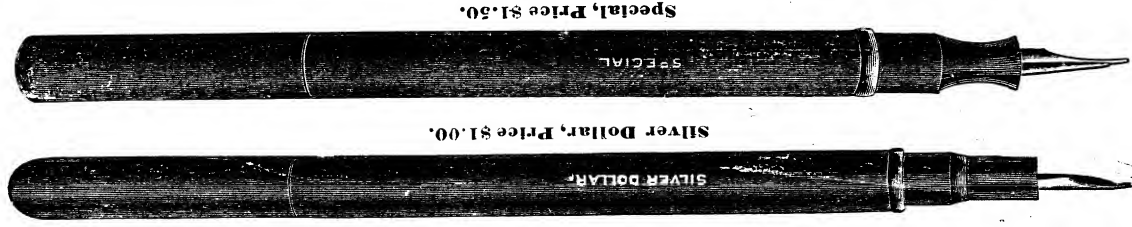
May we ask that you kindly go over your stock of fountain pens and see that they are always in perfect working condition? When you read this little item, will you not go to your show case and notice your stock of Parker Pens and see if they are in first class condition? If you find any of the pens that are not in perfect order, that are out of adjustment or that look shop worn, pack them in the smallest possible compass and return them to us and we will take pleasure in adjusting them and putting them in perfect order, polish and re-burnish them free of charge, if not broken, providing you pay the transportation charges on the pens, which would not be very great. We are willing and glad to do this, because we want you to keep your stock of Parker Pens in first class condition. Do not wait till tomorrow but do it today, for it should be done at once. We

want you to feel that we have a personal interest in you, because we have. We want to help increase your pen trade, and we know we can do it if we can co-operate with you. Your success means our success.

Dollar Pens.

Did you ever stop to realize that it takes fully as long to sell a fountain pen that sells at \$1 as it does to sell one for \$2, \$2.50 or \$3? Has it not occurred to you that a fountain pen that sells for \$1 does not pay you nearly as well for the time expended as does a better article sold at a better price? Now you are out for expense each day, for rent, clerk hire and the general expense of running your business, and it is for your interest to sell the article that will bring you the best profit, and will make the best show at the end of the year. We do not mean to say that there is no demand for a \$1 fountain pen any more than we mean to say that there is no demand for cheap clothes, for there is, in both instances. We do mean to say, however, that the demand for cheap fountain pens is being displaced to a very large extent among the better class of trade by a call for a higher grade pen than a \$1 fountain pen could afford. A great many people who buy a fountain pen think that in a general way all fountain pens are similar, and, without a word of explanation on the part of the dealer, think that a fountain pen that costs them \$1 is equally as good as one for which they paid double the amount. It is not so much the amount of gold or the amount of rubber that is used in the construction of a fountain pen that makes it cost. It is because of the amount of skilled labor that is expended upon these parts that produces a strictly first-class, high-grade article.

The Silver Dollar and Special Pens are the best pens obtainable for the prices. As with all of our goods they are well made—they are durable but not fancy; do not have the "Lucky Curve" feeder, but the next best. The pens are 14k.



Rigby Ruler Blotters Combination Blotting Pad and Ruler. WE PRINT THEM.

Almost any Size or Style of Blotter you wish. Prices Right. A POINTER—During a single month the Parker Pen Co. placed orders with us for over 50,000 blotters. Such advertising pays them. Will it pay you? Try.

FITCHETT & GROVE, Printers, Janesville, Wis.

It will Come
Later.

We regret that at the time of sending out this little reminder, we are unable to inclose any literature bearing on the subject of inks, office paste, typewriter ribbons, etc., which we will manufacture as soon as our factory is fully equipped. The enforced delay incident to our getting located in our new factory, prevents us from getting out our full line as early as we had anticipated. We prefer, however, to be delayed a little and have our factory fully equipped, because we want our surroundings to be strictly first class and up-to-date to correspond to the product which we will manufacture therein.

\$2.00.

We have a very important announcement to make to you, and that is this: We have been approached with so many requests for a \$2.00 jointless fountain pen from our friends, since the advent of our jointless pen that we feel we cannot withstand the pressure any longer, and as a result we offer to you our No. 018, as you will note by the engraving which we show herein. This will be practically the same thing as our No. 020 pen only the pen will be considerably smaller in size. We do not recommend this pen to take the place of the No. 020 pen, because the No. 020 pen is richly worth the difference in price. For a man, however, who feels that he cannot afford any more than \$2.00 to pay for a fountain pen, and who wants to secure the latest and best for his money, the No. 018 pen will especially appeal to him. We are also placing on the market an extra large size fountain pen, or rather an extra large size gold pen for the fountain which is practically the same as the No. 025 while the pen is a size larger and the barrel will also be considerably longer. This will be known as the No. 026 pen; price \$5.00. If you have a customer who wants an especially large gold pen, just bear this fact in mind. The engraving for this pen was not finished in time for it to appear here, hence this little notice.

Rebates.

We are going to make it an object for you to confine your sales more exclusively to the Parker Pen in the future than you possibly may have in the past. If you sell as many as three dozen or six dozen of our fountain pens, before the close of 1899, we have something of interest to write you in regard to rebates which we shall be pleased to give you, providing you purchase as many or more than the above number of Parker Fountain Pens during the present year.

The Parker Pen Company,
JANESVILLE, WIS., U. S. A.

SIDE TALKS

No. 22

SIDE TALKS

ABOUT THE

Geo. S. Parker Fountain Pen AND OTHER SUBJECTS.

JANESVILLE, WIS., U. S. A., JUNE, 1899.

No. 16.



THE HOME OF THE LUCKY CURVE.

and best holiday business and get
before, then we will make you a present of a \$5.00 pen.

OTHER SUBJECTS.

No. 28.

Make It.

Make It Better. e It.

sure this forecast—that the
than ever before. People
are certain general prin-
ciple to the above. We are
trade he has ever had, is

It.

Business is watching for oppor-
Fountain Pen trade is going
part of your store, where they
know that very, very few people,
Fountain Pen unless their attention is
drawn is in a sort of an "open to
business. You are the lawyer. Will
be just as familiar with Parker
"Lucky Curve," and what it
will respond? Will grass grow after

have one of our show-cases,
the pens are all in prime con-
dition if you order four dozen
quantity to come your way.

are the best and most pleasant
atmosphere of your store
of your good nature. Don't
and if you don't do the biggest

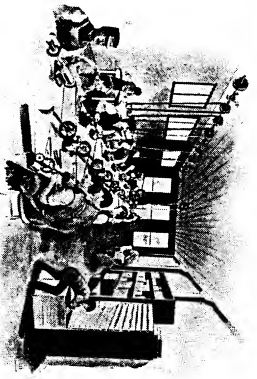
you ever have in a given length of time

SIDE TALKS

SIDE TALKS.

SIDE TALKS.

3



THE NEW HOME OF THE LUCKY CURVE.—SECTION OF FACTORY.

Issue of SIDE TALK finds us located in our new home which is particularly suited and adapted to our wants. In our building, located right in the heart of Janesville, with perfect light and modern equipments we are prepared to good care of all the orders we see fit to send us. Starting less than eight years ago in a single small room of one, who was stenographer, typewriter, bill clerk, manager and errand combined in one, the merits of our have been such that they have been recognized by the intelligent, progressive mercantile public to such an extent that we make necessary the owning and building of a large four story brick building here with.

Assure you that nothing would afford good than to have the pleasure of a visit with you in our new home might show you the many interesting parts of a fountain pen before it becomes what is the world as the Perfect Parker

ceived for goods from these departments. These goods, like our fountain pens, will be the very best and the highest of high grade, for we will not manufacture goods unless we can make the very best. These goods are listed and fully described in another Booklet. We can now make shipments of these classes of goods in one shipment with a great saving of freight. We ask your patronage for these respective lines, assuring you that they are the product of the greatest skill and learning in chemistry that the country affords.

lines. As noted in the last issue of SIDE TALKS we have new lines to our business which we the fountain pen business; the manufacture of Inks, Paste and Mucilage, also the manufacture of Typewriter Ribbons. Conditions are that these departments will be very important branches, orders have already been re-

The level headed man. The level headed man who plans, thinks and takes advantages of circumstances is the man who forges to the front. There never has been a time when it required as clear headed judgement as the present. Conditions are changing, business requirements are constantly differing. The man who keeps up with the times, who thinks, reads, studies, adapts and uses good judgment is the man who succeeds. The man who proceeds along the same line today as he did five years ago, is a back number, and will surely be distanced by his hustling, wide awake competitor. Until a year or two ago only a few dealers realized that the fountain pen trade was worth looking into. More especially since the advent of the Parker Jointless and the extensive advertising that is being given it, has the subject been looked into.



No Screw to break.
No Nozzle to get stuck.
No Joint to leak.
PERFECTION.

Parker Jointless "Lucky Curve" No. 018. Price, \$2.00.

Parker Jointless "Lucky Curve" No. 020. Price, \$2.50.

Parker Jointless "Lucky Curve" No. 020. Ladies' Size. Price, \$2.50.

Parker Jointless "Lucky Curve" No. 023. Price, \$3.00.

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The Jointless Geo. S. Parker Fountain Pen.

Continued.



Parker Jointless "Lucky Curve" No. 024. Price, \$3.50.



Parker Jointless "Lucky Curve" No. 025. Price, \$4.00.



Parker Jointless "Lucky Curve" Shorthand and Bookkeeper's Pen, Large. Price \$4.00.

Point can be had as to make hair line.

The Jointless Geo. S. Parker Fountain Pen.

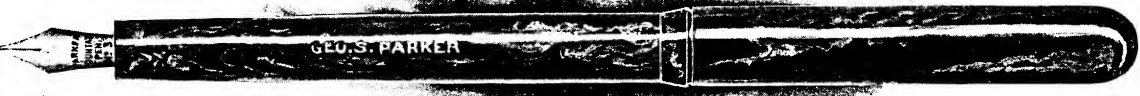
Concluded.



Parker Jointless "Lucky Curve" No. 025. Mottled Rubber, Price \$4.00.



Parker Jointless "Lucky Curve" No. 024. Mottled Rubber, Price, \$3.50.



Parker Jointless "Lucky Curve" No. 023. Mottled Rubber, Price, \$3.00.



Parker Jointless "Lucky Curve" No. 020. Mottled Rubber, Ladies' Size, Price, \$2.50.

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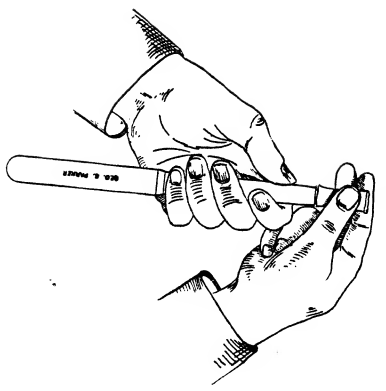
Ink—Free. If your customer would have good service from his fountain pen, he must use good ink. Ordinary ink can be used, but not with any great degree of satisfaction. Until further notice we will include a small bottle of PARKER ink, made especially for fountain pens, with each Parker sold by us after July 1, 1899, absolutely free without charge. If you buy a Parker pen you are entitled to one of these little bottles of ink, as a small bottle of the finest fountain pen ink is sent free with each Parker pen. If the dealer overlooks it, call his attention to it, for it costs him nothing.

Pres. Morgan Machine Co.

THE MORGAN MACHINE CO.
Rochester, N. Y.

Messrs. Parker Pen Co., Janesville, Wis.
Gentlemen: I have used half a dozen or more styles of fountain pens and have never found a good one until by accident I got hold of a "Parker." I see by advertisement in the Review of Reviews that you have a new style pen, and as my pen is getting a little the worse for wear, I wish you would send me description of the pen, and oblige.
Yours very truly,
O. M. LORING,
Pres. Morgan Machine Co.

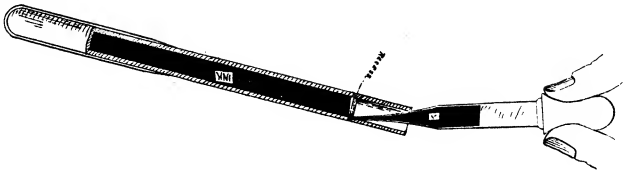
How To Fill The Jointless.



TO REMOVE FEEDER, ETC.

The mechanism of the jointless is so simple and easy to manipulate, you will wonder why some had not thought it out long ago. To fill: The little soft rubber shield which is found in each box, is put

The filling of the barrel is equally simple. The barrel and filler should be held as shown in cut. Let the end of the filler rest in the little recess, or groove, on the inside of the barrel. Fill up to the groove. If filled above this gauge it is too full and the surplus should be withdrawn.



THIS IS THE WAY TO FILL.

The Best Advertising Is a Pleased Customer.

Parker Pen Co., Janesville, Wis.
Gentlemen: I am so well pleased with the jointless Lucky Curve Pen which I recently purchased of your Baltimore agent, that I am anxious to recommend it to friends who live in Chicago. Will you kindly send me the name and address of your Chicago agent, and oblige,
Yours very truly,
W. F. BEARDSLEY,
Johns Hopkins University,
Baltimore, Md.

School.

HOLLIDAY SCHOOL,
Plymouth, N. H.
The Parker Pen Co., Janesville, Wis.
Gentlemen: The Parker Pen, with its freedom

Repairs. Hardly a day passes but that we receive inquiries asking us if we can do repairing. Most assuredly we do. Our factory is one of the most complete in the country; we have the latest and most modern and improved rubber working machinery in existence and employ a large corps of skilled workmen. There are no repairs needed in a fountain of any make that we cannot do, and are prepared to give any such jobs prompt and satisfactory attention. We might suggest to our friends who send their job work to us that the head of our repair department would not have nearly so many sins to answer for if they would not forget to write their names on all packages sent us, and empty the ink from the barrel before mailing and send instructions just what is wanted done. We will send on request a quantity of repair envelopes with our printed address on same, into which you can put box containing the fountain, after which the envelope is instantly closed with a little metal clasp which makes a safe and convenient way to mail repairs.

What An Insurance Man Says.

GEORGE H. RUSSELL, Insurance.
Milwaukee, May 4th, 1899.
Parker Pen Company, Janesville, Wis.
Dear Sirs: It may interest you to know that from a confirmed believer in the inefficiency and inconvenience of a fountain pen you have converted me to one of your strongest advocates. Several years ago, after numerous trials, I threw away the last fountain pen that I purchased and said then that I never would use another. I am now satisfied that for several years I lost the comfort of a most convenient article by not having a Lucky Curve Parker Pen.
Yours truly,
GEO. H. RUSSELL.
(Personal)

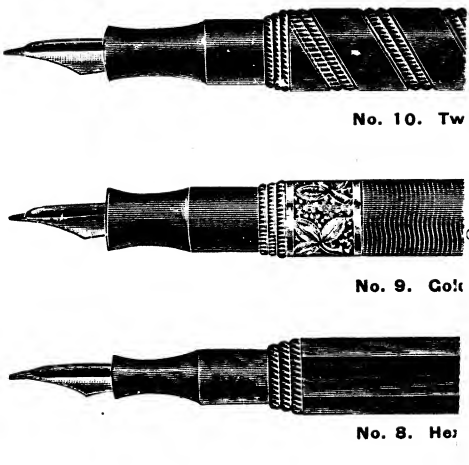
It's the enterprising firms we want. With all due credit to an occasional exception, we

have found that the best customers for the Parker Lucky Curve Jointless are the most enterprising, wide awake fellows

and that so great a majority of our customers are of this class.

The Smith-Premier Typewriter once used a head line in their advertisements: "Improvement is the order of the age." Is a true saying too. There are however some tallow candle men in the country yet. Men who would not use a Welshbach burner simply because their fathers did not use them. The chances are, however, the old gentleman used the best thing the market afforded at that time, and had he lived in the age that his less progressive son did, he too would have used a Welshbach gas burner light or a Lucky Curve Parker Fountain Pen.

Because an article might have been considered the best of its class 5, 10 or 15 years ago, does not by any manner of means indicate that it now occupies a front rank unless it has kept pace with improvement and realized that this is an age of ideas. This pretty nearly describes the present fountain pen situation. The trade is treated, figuratively speaking, to a pitiful spectacle of seeing two of these relics of old times, hand in hand with their tall silk hats on their heads, going up and down the country, raving, imploring, threatening and practicing other ways, followed by knaves and fools in this country and by cut throats and bandits in less civilized countries. Such are the tactics of certain competitors and yet the "Lucky Curve" grows in popularity and sales as it has never grown before.

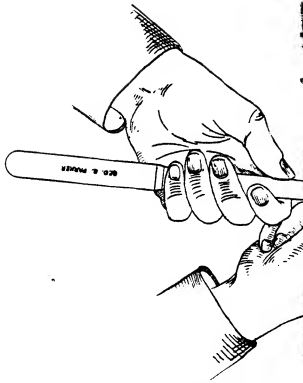


No. 10. Tw
No. 9. Col
No. 8. He

Old Style Geo. S. Parker



tain, Regular Size, Gold Band, Price, \$3.00.



TO REMOVE FEEDER, ETC.



Ladies' Size, Gold Band, Price, \$3.00. (Cut 3/4 Size.)



I Black or Mottled Rubber, Price, \$3.00.



No. 3. Ladies' Size, Price, \$2.50.



No. 3. Chased Barrel, Straight or Taper Cap, Price, \$2.50.



No. 1. Plain Barrel, Price, \$2.00.



No. 12. Full Pearl, Price, \$6.00.



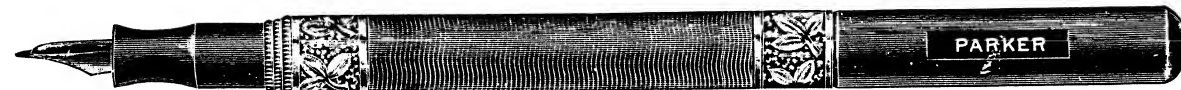
No. 11. Gold or Silver, Price, \$5.00.



No. 11 Aluminum, Price, \$3.50.



No. 10. Twist, Price, \$3.00.



No. 9. Gold Mounted, Price, \$4.00.



No. 8. Hexagon, Price, \$3.00.

Fountain Pens.

The mechanism of the jointless is so simple and easy to manipulate, you will wonder why some had not thought it out long ago. To fill: The little soft rubber shield which is found in each box, is put

Success. We believe that any man who has an ambition to succeed in life, can do so if he so wills. Few men, really like to become acquainted with success; for it means too much hard work. If a man wants success, he must think success, talk success, work for SUCCESS, and he will be a success if he but makes up his mind that all obstacles that are placed in his path, between him and the object of his desires, can either be removed or if not removed can be gotten around, over or under.

The Lucky Curve is a vital part of a fountain pen. It means that a fountain fluted with it is made scientifically correct, for it feeds the ink perfectly from the reservoir to the point of the pen. The Lucky Curve also takes care of the ink when the fountain is not in use, (as when carried in the pocket), as it prohibits the ink from getting over the side of the barrel or nozzle to soil the fingers when the pen is not used. Buy a Lucky Curve and you buy a pen that is warranted to be perfect.



ISAAC S. DEMENT.

Prof. Isaac S. Dement is the famous author of the Dement Plumatic Shorthand. More than this, he is the world's greatest shorthand writer, having broken the world's record for speed on more than one occasion, and has actually written over 400 words per minute, and did it with a Parker Pen. Very naturally you will be interested in reading what this wonderful man says about the Parker.

Geo. S. Parker Pen Co., Janesville, Wis.

Gentlemen: You have the only fountain pen that will stand high-speed work in shorthand, and a pen that will stand any thing, I have used one of your pens for a long time, and it has never failed to respond to my commands.

It's worth \$ to remember this. Now when you have gotten customers into your store by all means have your goods nicely displayed, and in the "pink of condition." If you were going to sell a horse you would not show him to a prospective buyer with long overgrown hoofs, unkempt mane and a dirty coat. Nor would you think of selling an unbroken colt for a gentle driving horse. Neither should you think of selling a fountain pen that is not clean and in good condition and that has not been filled, tested, "ripened," and broken in, so to speak, as it can only become after it has had ink in the barrel.

These little suggestions if followed out will land many a dollar in your coffers that would have gone straying around looking for your competitors, had you been less enterprising and wide awake.

Here is a letter from Prof. M. V. O'Shea of the University of Wisconsin, one of the most widely known educators in the country. Prof. O'Shea investigated the Parker Pen from a scientific standpoint, as to whether it was better adapted for the use of children in public schools in place of the ordinary desk holder now in use. As his words have such weight we publish the letter in full.

UNIVERSITY OF WISCONSIN, School of Education, Madison, May 1, 1899.

My dear Sir: I had it in my mind to write you that the report of my examination of the Parker Lucky Curve Fountain Pen which you sent me a few months ago, which is to appear in the Bulletin made until next fall. I can, however, say now that your pen has been found to be eminently satisfactory. I have submitted it to a critical test and I am convinced it is unqualifiedly, I believe here it is well adapted to conserve the energy of children as well as adults, and it has in every way proved satisfactory. When the Bulletin containing the results of my examination appears, I shall take pains to send copies to you, and trusting that you may find my report satisfactory, I remain,

Very truly yours,
M. V. O'SHEA.

May 3, Ans'd.

Mr. Geo. S. Parker.
Knowing that the subject of the use of fountain pens in the public school is being agitated in many of the cities of the country, and that Prof. O'Shea is an acknowledged authority on the subject, we asked permission to publish the above letter and he responds, as follows:

UNIVERSITY OF WISCONSIN, School of Education.

Executive Stenographer.

STATE OF IOWA EXECUTIVE OFFICE, Des Moines.
The Parker Pen Company, Janesville, Wis.
Gentlemen: The Parker Lucky Curve is portably satisfactory in every way. I never thought so near a state of perfection could be reached in a fountain pen. I am,
Very truly yours,
ISAAC S. DEMENT,
Executive Stenographer.

You can do it. How can trade be developed? First bear in mind that the great public are always interested in any article which they see advertised extensively in the standard magazines and kindred publications. Then the first step is to let the public know that you are right abreast with the times and have for sale right in their own town and right in your own store the very article they have seen advertised so much. To do this, advertise in your local paper. Say: "We are agents for the Parker Jointless Fountain Pen with the Lucky Curve, which you have seen advertised in the Youths Companion, Harpers, Cosmopolitan, Scribners. It's a good pen, an honest pen and the best pen in the world," or any other frank, honest statement of fact you see fit to make. To advertise and get the best effect in display and attention, a cut of the pen would be a great aid. We will be pleased to aid you in this and will upon request send you one for newspaper advertising, without charge.

Minister.

New York City.
Mr. George S. Parker, Janesville, Wis.
Dear Sir: I ventured the purchase of one of your pens this morning. I like the construction of it. The mechanical device is scientific. It is a marvellous improvement over anything I have tried and I have used nearly every pen that has been on the market since Prince introduced the Froeban fountain in 1850 or '55. Kindly send the pocket your circular prospectus—two compartments—to this address.
REV. DR. WILLIAM M. L. MOORE.

A Brief Description.

The secret of the great success of this pen is its wonderful simplicity. A glance at the cut shown herewith will show all the mechanism there is to the entire fountain. It will be seen that it is entirely free from all of the objectionable features found in the ordinary fountain pen, for this pen has no threads to break; no joints through which

and will hold enough ink at one filling to write from 10,000 to 20,000 words. When the ink is exhausted from the reservoir, the pen and feeding apparatus is pulled out of the barrel (as shown in cut), which is but the work of a moment, and it is as easily replaced ready for use again. Each fountain is fitted with the finest quality solid gold pen, and, with proper use, one of these fountains will last a lifetime. When the fountain is not in use, the cap is taken from opposite end of fountain and placed on pen end of barrel to protect pen, so the fountain can be carried in the pocket ready for use whenever wanted.

THE PARKER JOINTLESS received the high honor of being selected as the official pen with which Judge Day, President of the American Peace Commission, affixed his signature to the famous Spanish-American treaty recently signed at Paris. It is also purchased in large numbers by the United States Government.
Each PARKER FOUNTAIN is neatly packed in a slide box, with patent ink filler and complete directions for using.

Stenographer.

RICHARDS TRUST COMPANY,
Huron, South Dakota, March 13, 1899.
Parker Pen Co., Janesville, Wis.
Gentlemen: Your Jointless No. 234 is positively superb, and to say I like it is putting it mildly. It is the first fountain pen, and I have tried several that gives a steady, even flow, when pushed to its utmost during rapid dictation, and in my opinion, it cannot be equalled for stenographic work.
Wishing you continued success, I beg to remain,
Sincerely yours,
F. J. S. BALLANTYNE,
Stenographer to Richards Trust Co.

The secret of success.

Success is the magical or irresistible force of which every man desires to make use. It is something that lies within the reach of every one. It is within your own individual reach. It is within the reach of the writer of these lines. To harness and use this wonderful power is the ambition of everyone. The first great point to realize is that within you lies the power to attain success. *You may never have realized it.* Take hold of the daily problems—the little things as well as the large ones with intelligent care and forethought and with a determination to WIN. If you

Be quizzical. We make a specialty of the fountain pen business. We are constantly on the alert for new and improved methods to help our customers sell goods. We are in touch with several thousand of the brightest, most energetic, progressive dealers in the world. The crystallizing of all the good in the plans of these bright, alert minds is helpful to all. Write us. Be quizzical. We may be able to help you. We want to and will be glad to suggest methods that others have found successful in building up a magnificent and profitable fountain pen trade.

The U. S. Government.

DEPARTMENT OF STATE, Washington.
We regard the Parker Jointless Fountain Pen as most excellent one, and it undoubtedly will give entire satisfaction to those who use them in the Department. Very respectfully, Yours,
WM. H. MICHAEL, Chief Clerk.

Editor.

The ELROY TRIBUNE, W. C. Dunn, Editor.
Elroy, Wis., 1899.
Gentlemen: Have purchased one of your Jointless Pens from C. C. Chase, Jeweler, of this city. Am very much pleased with the Parker, and have formerly discarded two of other makes, which I formerly considered the best, and now use only the Jointless Parker. I thank you for making a perfect fountain pen.
Yours respectfully,
W. C. DUNN.

will return to the dealer to buy other class of goods. This is no theory, it is a practical illustration being worked out day after day in thousands of instances.

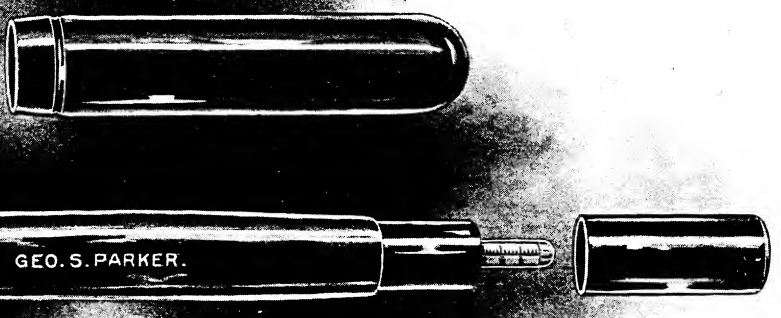
Press Operator.

Springfield, Mo., Nov. 1, 1898.
The Parker Pen Co., Janesville, Wis.
Gentlemen: As an associated press telegrapher and for commercial work (receiving messages) I would not be without a Parker Fountain Pen. I have, at all times, recommended the Parker Pen for telegraphers and, in fact, for all other rapid pen work. I have never found it to fall down if treated right.
Yours truly,
W. E. BECKLEY.

Pointers. Too much importance cannot be placed on keeping the fountain pen stock in first-class condition. Occasionally, we find a dealer who has not taken the time or pains to look into the requirements of the fountain pen business and who has neglected his stock, perhaps by letting the direct rays of the sun strike upon it, which will warp them, discolor, and put them in bad shape. Then, again, there are other dealers who will put some of the muddiest kind of ink in a fountain pen, and there is nothing that will ruin the good reputation of a fountain pen any quicker than by using "molasses," or sometimes called ink. No fountain pen can flow well under such circumstances. If you want to make money selling fountain pens, what you should do is to keep the air-vents in the caps all plugged up; when you receive an invoice of pens, be sure and fill all the pens with first-class writing fluid, and when a prospective buyer has been trying a fountain pen, put those back that have been tried, with the caps over the pen points. Wipe off the ink and put them in the case with the pen points inclined upward. If our friends will just bear in mind that a fountain pen is nothing more or less than an ink barrel, with the delicate mechanism which requires attention and some care, and that there is no magic whatever in a fountain pen, but that its workings are governed by the simplest rules of natural philosophy, when this has been done, the millennium in the fountain pen business will have been reached. Of course, we do not expect that all dealers will take advantage of these little pointers, for there are many dealers who are content to jog along without recognizing the fact that common sense and intelligent forethought are

Bank Cashier.
East Stroudsburg, Pa.
The Parker Pen Co., Janesville, Wis.
Gentlemen: Your pen is simply great. I have used only fountain pens during the past ten years but have never yet written with one that gave such splendid satisfaction as the Parker Jointless. It is nothing less than perfection in its line.
Yours truly,
L. H. NICHOLAS,
Cash, East Stroudsburg Nat'l Bank.

The brightest dealers sell Parker Pens because their brightest customers want the best—that's the Parker.
Purchasing Agent.
THE MECHANIC ARTS,
DUBLIN, N. H.
The Parker Fountain Pen Co., Janesville, Wis.
Dear Sirs: I am now in possession of three boon companions in this life—a good wife—a typewriter—but it is understood (the machine) that in my opinion the best of Fountain Pens. The Parker Pen.
Genius has truly perished "The Parker" and this eulogy is in no way solicited. I say to others try it. Yours very truly,
ELEMENT S. MOKINS,
Purchasing Agent.



Did you ever think of it? Here is a feature to which we desire to call the attention of all of our friends. In the course of a year, we receive thousands of inquiries as to where our goods can be purchased. Just as soon as we receive these inquiries, we ascertain what dealer is handling our goods in the town from which these inquiries come. Each man who writes us asking for information concerning our fountain pens, is referred to the dealer nearest him. In this way, the dealer not only has an opportunity to sell a fountain pen, but he is put in communication with an intelligent and well-read buyer, who may not only buy a fountain pen from him, but several dollars worth more of other class of goods. Did it ever strike you in this way that it is a good thing to sell the goods of a firm who are constantly referring trade to you? We not only refer customers to dealers for our fountain pens, but we are in this way actually sending trade to them for other

Physician's Fountain Pen. We have at last produced a really successful Clinical Thermometer Fountain Pen. The cut of the Parker Jointless Physician's Fountain Pen will interest every successful practicing physician in the world. This is the combination that is invaluable to the busy physician. Accompanying each thermometer is a certified certificate that it has been corrected to the Yale Observatory Standard, which is known by all physicians to be correct. The cut so clearly illustrates the pen that a description is hardly necessary. We will say, however, that the fountain is practically our No. 025 made over into a physician's fountain. To show one of these to the successful practicing physician is to make a sale.

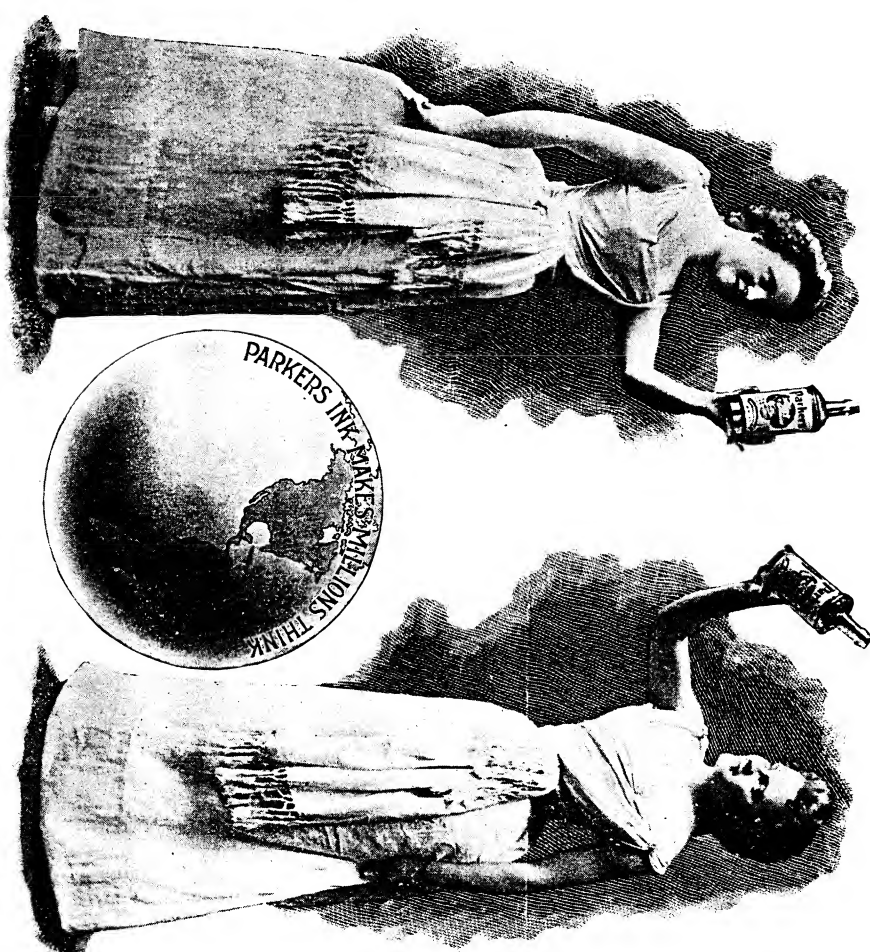
Agents. We want agents to sell our goods wherever we are not represented. If you are situated so you can sell some of our pens we

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SIDE TALKS

SIDE TALKS.

15



Janesville, though a city of a little less than 20,000 inhabitants, is said to be one of the most beautiful cities in the country. It is also equally noted for its many beautiful women. It is therefore but natural that two Janesville girls should be asked to help introduce to the world PARKER INKS. Parker inks are as good for their purposes, as are the famous Lucky Curve Parker Fountain Pens are for them. The Parker Inks, Office Paste, Typewriter Ribbons, are guaranteed to be the best and fully warranted. All put up in handsome packages. Our ink catalogue will be mailed

SIDE TALKS.

14

Dollar Pens.



Special, Price, \$1.50.



Silver Dollar, Price, \$1.00.

SPECIAL and SILVER DOLLAR represent the next best.

A great many people who buy a fountain pen think that in a general way all fountain pens are similar, and, without a word of explanation on the part of the dealer, think that a fountain pen that costs them \$1 is equally as good as one for which they paid double the amount. It is not so much the amount of gold or the amount of rubber that is used in the construction of a fountain pen that makes it cost. It is because of the amount of skilled labor that is expended upon these parts that produces a strictly first-class, high-grade article.

More Prizes. All of our friends will recall the "Prize Beauties" which proved to be one of the most pleasing advertisements ever gotten out. Were it not telling tales out of school, we could tell some interesting things about letters we have received from many parts of the world for the address of this young lady, or that young lady, which was wanted by some young bachelor who thought he could see in the picture his supposed affinity. Of course, we could not give name or address without the consent of the owner of the picture. We will not pretend to say how many have been made happy by this pleasing advertisement of the Parker pen.

This time, however, we are going to offer prizes for another collection of photos which we can use in our advertisements. We want the picture of the handsomest baby you know of, and to get the best, we will offer generous prizes as below, and as per conditions herewith. This offer is open until September 1st, 1899. Photos of any baby are eligible to the prize offered, providing the child was not more than six years old when the photo was taken.

Photos winning prizes are to become our property and to be used in our advertisements as we may wish.

The name of the sender must also accompany the photo.

All photos sent us must be accompanied by the name of the child, also its age.

The prizes will be awarded by competent judges for not only the handsomest picture, but for those that are best adapted for advertising purposes.

This offer will be open to the world.

The first prize will be \$25.00 in cash; second prize \$10.00; third prize \$5.00, and

The Silver Dollar and Special Pens are the best pens obtainable for the prices. As with all our goods they are well made, they are durable but not fancy; do not have the "Lucky Curve" feeder, but the pens are 14k.



Geo. S. Parker
JOINTLESS
LUCKY CURVE

Fountain Pen

Costs no more than the old fashioned jointleaking screw breaking kind. To make a luxury of writing use a "Lucky Curve." It is warranted perfect by us and also **warranted, recommended and sold by more than 6,000 dealers** in all parts of the world. If the dealer of whom you inquire does not keep them, and urges you to buy "a just as good,"

don't buy. Insist on having the pen with the "Lucky Curve."

Investigate. He is either a back number or trying to make an extra profit at your expense.

Our interesting little booklet awaits your request.



THE HOME OF THE LUCKY CURVE.
THE LARGEST BONA FIDE
MFRS. OF FOUNTAIN PENS
IN THE WORLD.

The Parker Pen Co.,

Manufactures Fountain Pens, Inks, Typewriter Ribbons, Etc.,

Janesville, Wis., U. S. A.

No Screw to break.
No Joint to Leak.

No old fashioned Nozzle.
PERFECTION.

Perfect Parker Pens.

To those who have never owned a Fountain Pen, the "Parker" is a *deight*—to those who have tried others, it is *perfect*. First right in principle, then skillfully made to avoid the weak points found in other makes. Parker pens seem to "go alone," so smooth and easy in the movement.

When you buy an up-to-date "Parker" Lucky Curve Jointless, you have the world's greatest fountain pen. This pen purchased in large numbers by the U. S. Government

The above advertisement is a copy of an advertisement that will be seen and read by not only several hundred thousand but by several million of the most intelligent and cultured people in the world, for it will appear in well-known publications like the Youth's Companion, Harper's, Scribner's, Cosmopolitan, Review of Reviews, McClure, and others. This advertisement will appear for the first time in the August numbers of the Magazines.

SIDE TALKS

ABOUT THE

Geo. S. Parker Fountain Pen

AND OTHER SUBJECTS.

JANESVILLE, WIS., U. S. A., SEPTEMBER 1899.

No. 18



Costs no more than the old fashioned jointleaking screw breaking kind. To make a luxury of writing use a "Lucky Curve." It is warranted perfect by us

and also warranted, recommended and sold by more than 6000 dealers in all parts of the world. Sold at \$2.00, \$2.50 and upward. If the dealer of whom you inquire does not keep them, and urges you to buy "a just as good," don't buy. Insist on having the pen with the "Lucky Curve." Investigate. He is either a back number or trying to make an extra profit at your expense.

Our interesting little booklet awaits your request.

THE PARKER PEN CO.,
Manufacturers Fountain Pens, Inks, Typewriter Ribbons, Etc.,
42 Mill St., JANESVILLE, WIS., U. S. A.

Jointless Lucky Curve
Geo. S. Parker
Fountain Pen

No Screw to Break. No old-fashioned Nozzle.
No Joint to Leak. PERFECTION.

Perfect Parker Pens.

To those who have never owned a Fountain Pen, the "Parker" is a *delight*—to those who have tried others, it is *perfection*. First right in principle, then skillfully made to avoid the weak points found in other makes. Parker pens seem to "go alone," so smooth and easy is the movement.

When you buy an up-to-date "Parker" Lucky Curve Jointless, you have the world's greatest fountain pen. This pen is purchased in large numbers by the United States Government.

The Home of the Lucky Curve.
The largest bona fide mfrs. of Fountain Pens in the world.

You will find this advertisement in this month's Harper's, Scribner's, Cosmopolitan, Review of Reviews, McClure's Outlook, and with a little change in the Youth's Companion. All silent salesmen selling PARKER Pens.

T. W. WALLIS, Mgr. Chicago Branch, 103 State St., Chicago, Ill.

TO OUR FRIENDS. This number of **SIDE TALKS** goes to you in a somewhat abbreviated form. We know it will reach you when you are busy, and when fall trade will be pouring in on you in a way that we trust will be entirely satisfactory to your good self.

THE FOUNTAIN PEN TRADE.

Some of our friends who have not kept in touch with this branch of their business as closely as others have not realized how it has grown and developed in the last year or two. Time was, when the dealer thought he was a "plunger" were he to invest in as many as a dozen fountains at a time. But as the "plunger" invariably came out on the right side, so has led others to investigate.

You are engaged in business to make money as well as to enjoy life as you go along. As a good business man you are of course looking and always alert for articles to sell that your customers want and which will pay a fair profit. The **Parker Lucky Curve Fountain Pen** is this article as several thousand live, wide-awake dealers can testify.

ADVERTISING CAMPAIGN.

The magnificent advertising campaign that has been inaugurated for the **PARKER** in *Harbers, Scribners, Review of Reviews, McClure's, Cosmopolitan, Outlook, Youth's Companion* and other publications, all have more or less of a circulation right in your own town or city and right among your own customers. It is a campaign of education, too. You will notice in all of our advertising we are showing the public the construction of the **Jointless Lucky Curve** and creating a demand for the goods for you. Figuratively speaking, the table is being set with good things for your benefit. Will you not dine with us?

INKS.

We want to more rapidly introduce our inks in every city where we have customers handling **Parker pens**, for the two go together so nicely, therefore we shall make you a special offer. If you will place a trial order with us for \$16.00 worth or more of Inks, Mucilage, or Office Paste or all combined we will deliver them **F. O. B.** at your railway station anywhere in the U. S. east of the Rocky Mountains. And west of the Rocky Mountains will deliver **F. O. B.** at your railway station on an order for a \$20.00 assortment. We shall, in gross lots on **Parker's Black Ink, 2-oz. cones,** make a special price of \$3.00 net. A special



net price on our Writing Fluid in 2-oz. bottles in gross lots of \$3.50. These are great sellers. In a \$16.00 assortment we would advise: 1 gross 2-oz. black, List, \$ 7.20; Net, \$3.00 1 gross 2-oz. Writing Fluid, " " " 14.40; " " 3.50 1 doz. pints Writing Fluid, " " " 4.20; 50 per 2.10 1-2 doz. quarts, Writing Fluid, " " " 3.90; " " 1.95 1-4 doz. pints Combined Writing and Copying Fluid, " " " 1.50; " " 1-4 doz. quarts, Combined Writing and Copying Fluid, " " " 2.25; " " 1 doz. 2-oz. red ink, " " " 1.20; " " 1 doz. 4-oz. bottles Mucilage, " " " 1.80; " " 2 doz. 4 oz. jars Paste, " " " 2.40; " " 1 doz. Fountain Pen Ink in cartoon, " " " 1.80; " " .90 Total, " " \$16 03

This would give you only a line of the most active sellers. You will please remember we guarantee our goods to be equal to the best, and if they are not as represented you are under no obligations to keep them. May we not send you the assortment?

WHAT KIND OF INK DO YOU USE?

This is about the first question a man asks after he has purchased a fountain pen. With each **Parker Fountain Pen**, until further notice, is sent a small sample bottle of our best fountain pen ink. They are three-color lithograph labels and fully answer the question what kind of ink to use. As a result, as soon as the customer uses up what ink has been given him, he comes back to the dealer for more of the **Parker Ink**. In this way we are not only getting the purchaser started with the right kind of ink, which is essential in order to get



Miniature 4-oz. bottle Red Ink.



Miniature cut of Pint Size.

nicely labeled with the question what kind of ink to use. As a result, as soon as the customer uses up what ink has been given him, he comes back to the dealer for more of the **Parker Ink**. In this way we are not only getting the purchaser started with the right kind of ink, which is essential in order to get

good results in using a fountain pen, but it works up trade for the dealer.

FOUNTAIN PEN INK.

Made especially for use in fountain pens. Writes a deep blue and soon changes to an intense and permanent black. Packed in handsome cartons. Retail price, per doz., \$1.80.

MAGIC INK.

A good deal of a novelty yet it has quite a sale. A sheet can be written and no one be aware of its contents, unless the sheet is heated, when the writing appears. A great seller as novelty, especially to the younger generation. Retail price, per bottle, 25 cents.



If you have misplaced a catalogue let us send you another for reference.

THE PARKER TYPEWRITER RIBBON.

This is a branch of trade that with the universal growth of typewriting machines. It is with the fullest confidence that offer you the Parker Brand of Typewriter Ribbons with the assurance that it will please you. The following are prices of Parker Ribbons: Parker Ribbon, any color, full 9 yards, packed in air-tight glass jar, \$ 1. Parker Ribbon, Quality AA1, full measure 9 yards, packed in handsome paste-board box, in colors, Parker Ribbon, No. 2, not so good as Quality AA1, but big value for the money, one of the best sellers and does good work,

LOOK THEM OVER.

See that every pen is in nice saleable condition. If they need repolishing or reburnishing, or are out of adjustment, or fresh prices tags on them or anything of this sort, just tie them up in a neat little package and mail them to us with your name on them and a short letter accompanying them, telling us

MAKE A NICE SHOWING.

Do not let your stock become badly broken. Keep enough pens on hand make a nice showing and so a possible customer cannot say, "Will call again," and then



Miniature of 4-oz. bottle Mucilage.



Miniature of Office Paste

what the trouble is, and we shall be glad to fix them up for you, free of charge—unless you want to say "thank you." You need not hesitate about acting on the above for it will afford us just as much pleasure to do it for you, as it will be for you to have us do it.

go away without buying, and go around the corner and leave his money with your competitor. The greatest trade ever known fountain pens will be with you this year. Prepared for it.





No Screw to
break.
No Nozzle to
get stuck.
No Joint to leak.
PERFECTION...



Parker Jointless "Lucky Curve" No. 018. Price, \$2.00.



Parker Jointless "Lucky Curve" No. 020. Price, \$2.50.



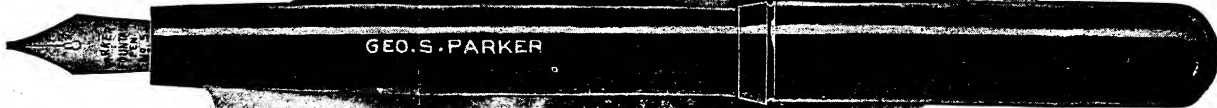
Parker Jointless "Lucky Curve" No. 020. Ladies' Size. Price, \$2.50.



Parker Jointless "Lucky Curve" No. 023. Price, \$3.00.



Parker Jointless "Lucky Curve" No. 024. Price, \$3.50.



Parker Jointless "Lucky Curve" No. 025. Price, \$4.00.



Parker Jointless "Lucky Curve" Shorthand and Bookkeeper's Pen, Large. Price, \$4.00.

THE GEO. S. PARKER
JOINTLESS FOUNTAIN PEN

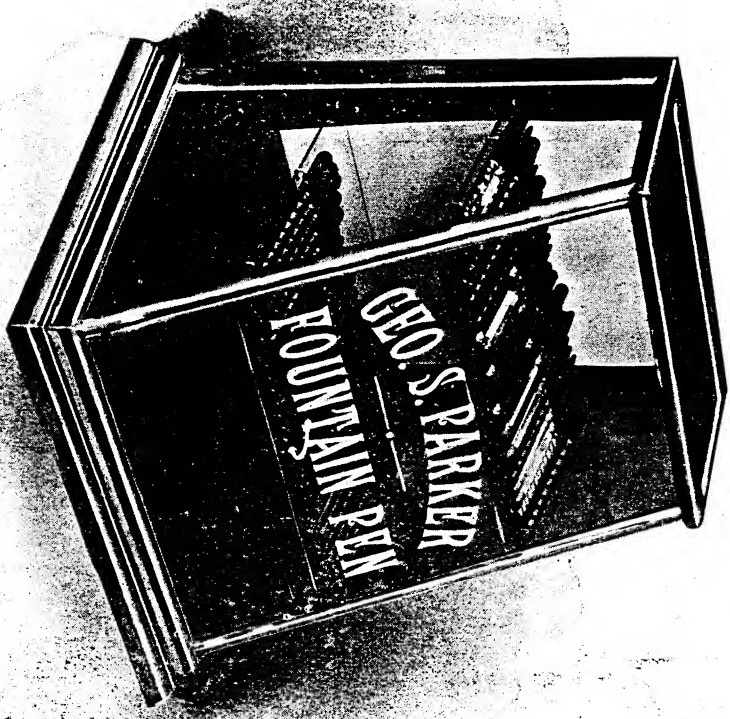
The very finest quality of gold pen used. Furnished in almost any style of point—fine, medium, coarse or stub.

The very finest quality of gold pens used. Furnished in almost any style of point—fine, medium, coarse or stub.

CASES. If you are not selling fountain pens from one of our handsome four or six-dozen size cases you are, plainly speaking, missing a business opportunity. Human nature is pretty much the same the world over. When a man, woman or child buys a fountain pen they always like to make a selection from as great a number as possible, like to buy at headquarters, so to speak. For this reason people will buy of a dealer who has a case of our goods that would not if he were carrying only a few buried in a

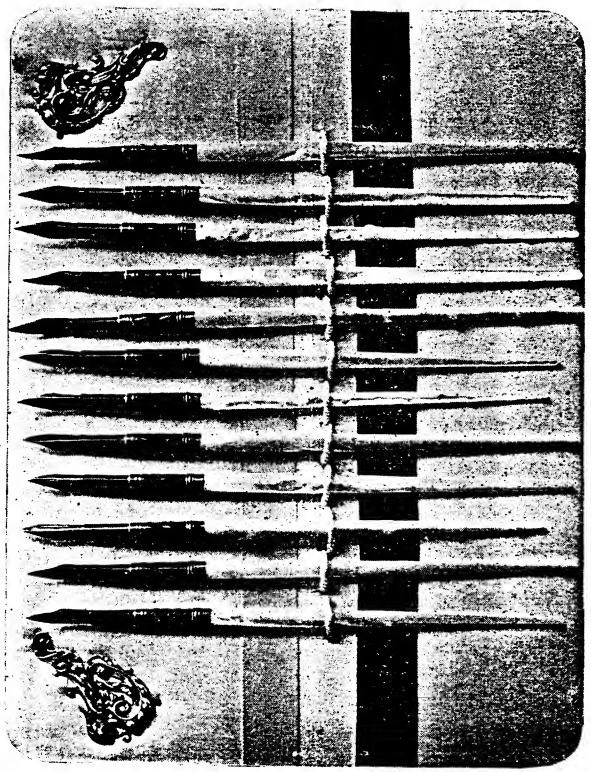
others we would be glad to give you the privilege of exchanging them for other styles that did. We would be glad to have you write us about it. If you will adopt this better, improved and more profitable way of selling "Lucky Curves" we will be pleased to give you extra time on either of the case assortments. Write us about it.

HOW TO TAKE CARE OF STOCK. Do you know that one of the secrets of keeping your pen stock in nice saleable condition is to keep the pens filled? We don't mean filled and then returned to the case with the pen point exposed. Oh, no, that would never do, for you would get in trouble very quickly, for the liquid ink would be constantly evaporating if left exposed and as a result the pen would be all gummed up with dried ink. Remember however, the fountain should always be filled. Caps kept over the pen, air vent in cap kept plugged up with bees wax when in the case. Pen point end of fountain elevated. Remember these little suggestions and you are on the royal road.



miscellaneous stock in the regular show case. These cases are handsome affairs (made by Alex. Revell & Co.) and will make an artistic addition to the furnishings of your store besides furnishing a splendid place for your pen stock of which you are in need. A splendid assortment for the six-dozen size would be 2 doz. of the 018, 2 doz. of the 020 and 2 doz. assorted among the larger sizes. For the four-dozen assortment we would suggest 1 1-2 doz. of the 018, 1 1-2 doz. of the 020, balance among the larger sizes. If you found any of the styles you would order would not sell as well as

ing your pen stock in nice saleable condition is to keep the pens filled? We don't mean filled and then returned to the case with the pen point exposed. Oh, no, that would never do, for you would get in trouble very quickly, for the liquid ink would be constantly evaporating if left exposed and as a result the pen would be all gummed up with dried ink. Remember however, the fountain should always be filled. Caps kept over the pen, air vent in cap kept plugged up with bees wax when in the case. Pen point end of fountain elevated. Remember these little suggestions and you are on the royal road.



Gold Pens and Pearl Desk Holders. Here is something that sells each year in great numbers. People buy them who are looking for something pretty. Our advice to the public has always been to buy a fountain pen instead of a desk pen. Still there remains the demand for the pearl goods just the same. The assortment which we have to offer you this year is a very nice one. They are nicely put up on a neat tray with easel. Tray is in colors, has metal ornaments as shown in the engraving. You can sell these

tains larger pens and larger and better pearl sticks. The price of the No. 1 assortment is \$8.00, and the price of the No. 2 is \$10.00. This includes handsome leatherette boxes lined

goods where you cannot sell a fountain pen to a certain class of trade, and it will pay you to order a dozen or two. They are put up in two sizes. The No. 1 assortment is shown in the engraving on this page. The pens are 14k. The stocks are of two varieties, part plain and part rustic. The No. 2 assortment con-



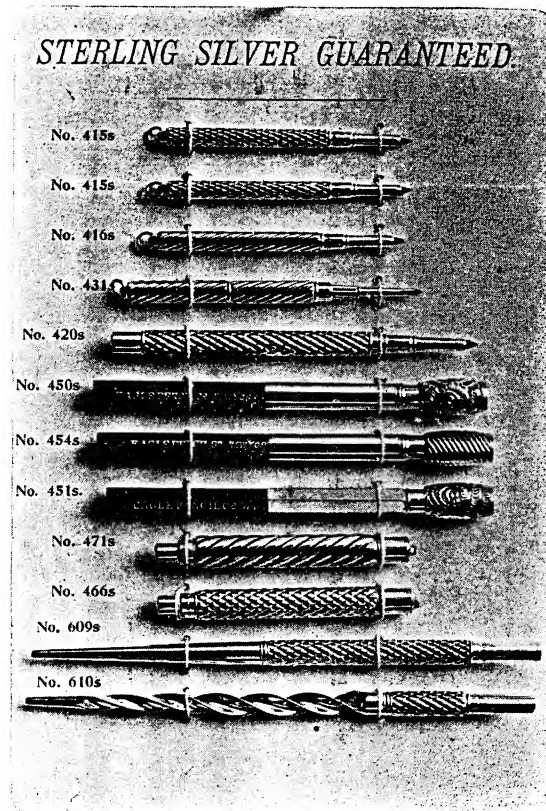
(Cut 1/2 Size.)
Parker Typewriter Ribbon in Glass Jar.



Miniature cut of
Print Size.

with Plush. If full Plush boxes are desired would add \$2.50 per dozen to above price. We will guarantee you will be pleased with them for they are really better than we represent them.

PRIZES. The time for the closing of our Baby Prize Contest has been extended to Oct. 15th. Be sure and have some of your customers compete. Pictures of babies must be of children of three years or less. First prize, \$25.00 in cash; second prize, \$10.00 in cash; third prize, \$5.00 in cash; fifteen other prizes consisting of Geo. S. Parker Jointless Fountain Pens.



STERLING SILVER STAPLES.

Here is a collection of sellers that sell the entire year around. It is really surprising that solid Sterling Silver articles of this kind can be sold for so little money. This assortment as you will notice consists of Automatic Slide Pencils, Knives, Files, Pencil Protectors, Pen Holders (without pens), etc. Each piece is numbered on card, as shown, so if you wish to order more of any particular style you can do so by noting the number. The assortment retails for \$10.00. We have bought these in such a way that we can make a special price of \$4.00, net, for the assortment. Try a dozen and you will probably order several dozen more before the close of 1899.

STUDENTS USE THE PARKER PEN.

Schools and colleges are opening or about to open. Let no wideawake, up-to-date dealer be caught without a complete stock of the "Lucky Curve" Fountain Pens. The students who will be in attendance at the school or college in your city are readers, know about the best and latest things which are advertised. Hence will demand of you the pen which has the "Lucky Curve." If you cannot furnish it they will buy it elsewhere. Order now and be prepared. Sincerely your friends,

Parker Pen Co.



No. 12, Full Pearl, Price \$6.00.



No. 11, Gold or Silver, Price \$6.00.



No. 11, Aluminum, Price \$4.00.



No. 10, Twist, Price \$3.50.



No. 9, Gold Mounted, Price \$4.00.



No. 9, Large, Price \$3.00.



No. 8 Hexagon, Price \$3.00.



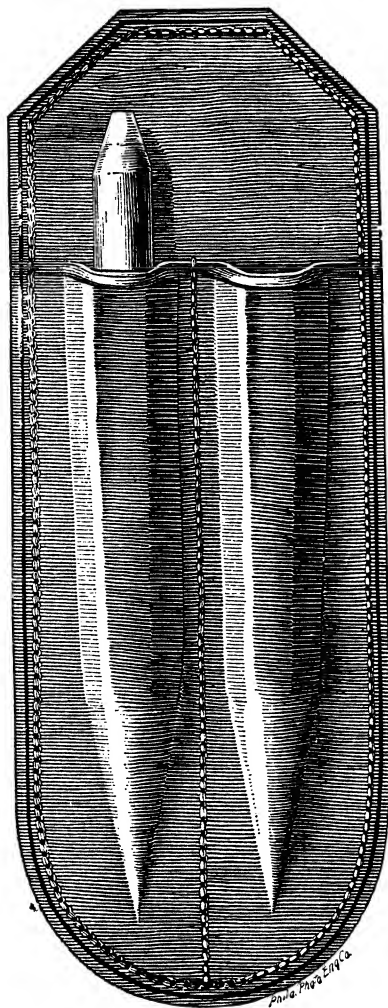
No. 6 Fountain, Regular Size, Gold Band, Price \$3.50.



No. 6 Fountain, Ladies' Size, Gold Band, Price \$3.00. (Cut $\frac{3}{4}$ size.)



Some of the leading styles and good sellers.



No. 2 Pocket.

Here is an Article

that will be appreciated by every one who uses a fountain pen or lead pencil. The only objection to them from a fountain pen man's standpoint is, the owner of a fountain pen will never lose it, if he uses one of these pockets. These pockets are different and better than any other. The mouth of the pocket is kept open at all times by means of a stiffening so the pen or pencil will

go in easily, and the pocket gradually becomes smaller toward the bottom so the article is held securely in place.

The "Pocket" is worn in the vest pocket and in which it is fastened and out of sight. It is made of handsomely trimmed leather in various colors.

No. 2 Pocket, two parts,	-	15c
No. 3 Pocket, three parts,	-	25c

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 Would like to have you talk with your dealer about the Parker Pens. If he hasn't them in stock he can easily order some. If, however, he is not willing to do so for you write us yourself and we will fill your order direct to your entire satisfaction.

### Broke the World's Record.

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 Writers of shorthand and the public in general have been much interested of late in the phenomenal record made by Mr. Isaac S. Dement, of Chicago, in writing easily read shorthand at the almost incredible rate of speed of over **400 words per minute**. To break the world's record and as did Mr. Dement requires not only a clear brain, a skillful hand, but perfect tools with which to write. It goes without saying that Mr. Dement uses a Parker Pen, and as he is a recognized authority on shorthand matters the letter which we reproduce will, we know, be interesting to all:

CHICAGO, ILL.

THE PARKER PEN CO., Janesville, Wis.:

Gentlemen: You have the only fountain pen that will stand high-speed work in shorthand, and a pen that will stand that will stand anything. I have used one of your pens for a long time, and it has never failed to respond. I have tried every fountain pen that has come to my notice, in the hope of finding one upon which I could rely in taking rapid shorthand notes, and yours is the only one that is absolutely reliable. Your "Lucky Curve" was an inspiration. Very truly yours,

ISAAC S. DEMENT.



New Style, with Cap over Pen Point.



New Style No. 25, \$4.00. Mottled or Black.



New Style No. 24, \$3.50. Mottled or Black.



New Style No. 23, \$3.00. Mottled or Black.



New Style No. 20, \$2.50. Mottled or Black.



New Style No. 18, \$2.00. Mottled or Black.

These fountains are fitted with the finest quality, regular shape gold pens, Nos. 1, 2, 3, 4 and 5 respectively. The cuts do not do justice to these beautiful pens, and do not show the pens nor fountains as large as they actually are. Any of these pens can be supplied in the old style holders if desired.



Ink.

This cut represents the exact size of the bottle in which the Parker Fountain Pen Ink is put. It is the finest filtered ink, without a particle of sediment. Use this ink and it will hardly be necessary to clean and wash your pen. A nice copy can be taken with it, if copied reasonably promptly. The ink is made to sell at 25 cents per bottle.

We want a representative in every town or school in which our goods are not for sale. To anyone who can and will give the matter proper attention, and wants to make money, we shall be pleased to quote prices, commissions, etc., which we allow agents selling our goods. We want to increase and to extend our business relations to you, knowing that our methods are as well as our goods will please. We want to hear from you, and this is why we are making you this invitation. May we not have your early reply?

Come and See Us.

We wish it were possible for you to take a day off and drop in and see us as have a number of our customers, that we might get better acquainted and that we might also show you the very interesting processes which the Parker Fountain

Pens undergo from the crude material to the finished article. The facts are, a great many people think that fountain pens are made, perhaps, about the same as sausages are—the rubber thrown into a hopper while a crank is turned and a fountain pen is evolved, which comes out finished and ready for use.

(We are not sure but the public are somewhat justified in these suspicions, judging by some of the crude articles now on the market known as fountain pens.) Each piece in the Parker Fountain Pen has to be handled many times before it is finished and ready to be assembled. For instance, the Curved Tubular Feed used in our pens passes through sixteen different hands before it is turned out as completed. What is true of this, is true of nearly every other part of our fountain pen. Each part must be nicely adjusted and fitted in every respect if a perfect pen is made. Each workman in our factory is especially skilled in the particular work which he does, and takes as much interest in making his part of the work as perfect as human skill and ingenuity can make it. Each workman has a personal pride in helping to make the Parker Fountain Pen the perfect fountain pen that it is.



Silver Dollar Fountain, Price \$1.00.



Special Fountain, Price \$1.50.

If you think you cannot afford a Standard Parker for the present, the Silver Dollar and Special Pens are the best pens obtainable for the prices. As with all of our goods they are well made—they are durable but not fancy; do not have the "Lucky Curve" feeder, but the next best. The pens are 14k.

Silver Novelties.

All jewelers and druggists have call for and sell sterling silver articles, such as Paper Cutters, Manicure Sets, Button Hooks, Finger Files, Cigar Cutters, Mustache Combs, and many other such goods which are at all times sellers, and especially in the fall of the year approaching the holidays. Many of our friends who use this class of goods can now purchase them of us and save express charges by having fountain pens and silver novelties packed in the same package. Our limited space forbids us showing more than one plate, although we carry a large variety in stock. The goods are the very finest sterling, 925-1000 fine, of the latest design. We do not break sets as they are nicely put up on cards. The cut shows the arrangement and number of pieces in each set. Handling these goods as we do, we can furnish them to you for a less price than you would have to pay

for the same or similar goods of high grade. We can fill your order promptly. Retail price of No. 010 \$3.50, consisting of Cigar Cutter, Finger File and Mustache Comb. No. 0104, \$3.30, Nail File, Manicure Scissors and Cuticle Knife. No. 0117, \$2.40, Nail File, Shoe Button Hook and Ink Eraser. No. 0108, \$2.50, Ink Eraser, Lett Opener and Seal. No. 0114, \$2.50, Nail File, Tooth Brush and Shoe Button Hook. Hand Painted Button Mark with cord and tassel (no number), 50 cents. No. 09, \$10.50, Large Paper Knives, with beautiful pearl blade. No. 018, \$5.30, Small Paper Knives with pearl blade. No. A. A., \$9.60, Nail Files, Medium sized Paper Knives and Shoe Hook.

The following are carried in stock but not shown in cut, but of same grade and quality of goods. No. 0118, \$4.50, Manicure Scissor Cuticle Knife, Nail Knife, Finger Files and Tweezers. No. 0101, \$2.30, Ink Eraser, engraved for Pearl Handle for Desk Pen and Seal. No. 0119, \$3.70, engraved Pearl Handle for Desk Pen and Paper Cutter and combined Ink Eraser and Knife Blade. No. 0111, \$4.00, Hair Curler, Shoe Hook and large Shoe or Button Hook, most beautiful set). No. 0111, \$3.70, same as No. 0114 shown in cut, only larger. No. 0120, \$2.80, same as No. 0115 without Hair Curler.